

CITIZON

~~CONFIDENTIAL~~  
UNITED STATES  
INFORMATION AGENCY

UNCLASSIFIED  
OUTGOING  
TELEGRAM

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ORIGIN OFFICE PDH-01  
INFO ACOC-01 DSO-02 PD-02 NEA-03 P-01 PG-01 /011 A2 6

DRAFTED BY P/DH - SSGETTER  
APPROVED BY P - CHORNER  
P/D - JMOSEH  
P/G - RROSS  
NEA - ETHORNHILL

ANS BASED UPON GOP ISSUANCE OF A CERTIFICATE OF  
NON-OBJECTION. IT IS UNDERSTOOD THAT THIS CERTIFICATE WILL  
ESTABLISH THE LEGAL PERSONALITY OF THE ANS IN PAKISTAN AND  
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FM USIA WASHDC  
TO RUENIL/AMEMBASSY ISLAMABAD IMMEDIATE 7811  
INFO RUENIC/SECSTATE WASHDC  
BT  
CONFIDENTIAL SECTION 01 OF 02 USA

USIA

ISLAMABAD FOR PAQ, STATE FOR NEA/DUNBAR

EO 12356 DECL: CADR P - CHORNER, ASSO. DIR.

Declassified/Declassify on Release Under Provisions  
of the President John F. Kennedy Act, Date  
MAR 1 1993

SUBJECT: AFGHAN MEDIA PROJECT - IMPLEMENTATION

1. (C - ENTIRE TEXT)

2. AGENCY HAS DETERMINED TO MOVE AHEAD QUICKLY ON THE  
PROJECT. SUFFICIENT FUNDING HAS BEEN IDENTIFIED FOR THE  
PROGRAM COVERING A 12-MONTH PERIOD FOR AN AFGHAN NEWS SERVICE  
(ANS). THE ANS WILL BY NECESSITY BE ON A SMALLER SCALE THAN  
PREVIOUSLY PROPOSED BY HEARST IN ITS AUGUST TRIP REPORT  
BUDGET. FUNDS WILL INITIALLY COME FROM THE FY86 GRANTS AND  
USIA FY87 APPROPRIATIONS.

3. BU IS PRESENTLY PUTTING TOGETHER A CONSORTIUM TO  
IMPLEMENT THE PROJECT. THE CONSORTIUM WILL INCLUDE PRIVATE  
SECTOR PARTICIPATION BY THE MERCY FUND AND MEDIAPROMPT, INC.  
DISCUSSIONS ARE ALSO BEING HELD WITH PRINCIPALS OF  
WESTINGHOUSE BROADCAST COMPANY WHOSE PARTICIPATION AT THIS  
TIME HAS NOT BEEN FINALLY DETERMINED.

4. MEDIAPROMPT, INC. IS A BROADCAST TRAINING AND CONSULTING  
ORGANIZATION RUN BY TWO VETERAN NETWORK NEWS BROADCASTERS.  
PRESIDENT DAVID HOROVITZ, FORMERLY OF CBS, ABC AND SATELLITE  
NEWS CHANNEL HAS EXTENSIVE EXPERIENCE IN MANAGING BROADCAST  
PROJECTS AND SUPERVISING AND TRAINING BROADCAST NEWS TEAMS.  
KEN ALVORD, EO, IS A FORMER NBC-TV NEWS REPORTER AND ANCHOR  
WHO HAS TAUGHT BROADCAST JOURNALISM AT PRESTIGIOUS  
UNIVERSITIES AND HAS ORGANIZED AND TRAINED PERSONNEL FOR A  
BROADCAST PROJECT OVERSEAS. HE HAS EXCELLENT ACADEMIC AND  
JOURNALISM CONTACTS AND EXPERIENCE, PARTICULARLY IN THE PRINT  
JOURNALISM AREA. MEDIAPROMPT JOINED WITH GROUP V SATELLITE  
COMMUNICATIONS IN A RECENT PROPOSAL TO USIA-TV TO CONDUCT A  
6-WEEK WORKSHOP FOR TV PROFESSIONALS FROM THE PRC.

5. THE MERCY FUND IS A NON-PROFIT WASHINGTON-BASED  
HUMANITARIAN ORGANIZATION WITH ONGOING PROJECTS IN EAST  
AFRICA, AND IN PESHAWAR WITH AFGHAN REFUGEES. THE MERCY FUND  
IS PRESENTLY COORDINATING ITS AFGHANISTAN-RELATED PROGRAMS  
WITH THE GERMAN AFGHANISTAN COMMITTEE. IT WILL PROVIDE  
FACILITIES IN PESHAWAR FOR THE ANS DURING THE FIRST 12 MONTHS  
OF OPERATIONS AT NO COST TO THE PROJECT. THE FACILITIES ARE  
AVAILABLE IMMEDIATELY. IT WILL ALSO UNDERTAKE TO PROVIDE  
PRIVATE SECTOR FUNDING TO THE PROGRAM BEGINNING WITH THE  
SEVENTH MONTH OF ANS OPERATIONS AND LEADING TOWARD A PROGRAM  
FOR FULL PRIVATE SECTOR FUNDING SUPPORT FOR THE NEWS  
SERVICE. PRESIDENT ANTHONY CAMPAIGNE IS PRESENTLY IN PESHAWAR  
AND IT WOULD BE APPRECIATED IF POST COULD BRIEF HIM ON THE  
PROGRAM.

6. IT IS IMPERATIVE THAT THE ANS DIRECTORSHIP ISSUE BE  
RESOLVED AS SOON AS POSSIBLE. IT WOULD BE MOST APPRECIATED  
IF POST WOULD USE ALL EFFORTS TO RESOLVE THIS MATTER AND  
EXPEDITE A FOLLOW-ON ANNOUNCEMENT OF THE ESTABLISHMENT OF THE

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C O N F I D E N T I A L SECTION 02 OF 02 USIA 76494

USIA

ISLAMABAD FOR PAO, STATE FOR NEA/DUNBAR

EO 12356 DECL: OADR P - CHORNER, ASSO. DIR.

ALLOW FOR THE OPENING OF A BANK ACCOUNT AND THE COMMENCING OF OPERATIONS.

7. BU PLANS TO SEND PRINCIPAL PHOTO JOURNALISM INSTRUCTOR NICK MILLS TO ISLAMABAD WITHIN THE NEXT TWO WEEKS TO CONDUCT EXPLORATORY CONVERSATIONS ON IMPLEMENTATION OF THE TRAINING PROGRAM WITH CONCERNED USIS, EMBASSY, GOP, AND AFGHAN OFFICIALS AND OTHER PARTIES.

8. BU IS PLANNING TO COMMENCE CLASSROOM TRAINING ON OR ABOUT JANUARY 2, 1987.

9. AS STATED ABOVE, IT IS ANTICIPATED THAT APPROXIMATELY 365,000 DOLLARS WILL BE MADE AVAILABLE FROM FY86 GRANT AND FY87 USIA FUNDS FOR MINIMUM ANS OPERATING BUDGET IN PAKISTAN. A SIGNIFICANT PORTION OF THIS BUDGET WILL COME FROM A USIA FY87 FUNDS ALLOCATION WITH THE BALANCE OF THE ALLOCATION GOING TO COVER TRAINEE EQUIPMENT AND EXPENSES AND EXTENDED BU TRAINING PROGRAM FOR SECOND SIX MONTH PERIOD. SOME FUNDS FOR THE OPERATING BUDGET WILL COME FROM BALANCE LEFT FROM HEARST GRANT IMPLEMENTATION ITEMS WHICH WILL NOT BE COMPLETED BY THE END OF THE CURRENT GRANT PERIOD WHICH EXPIRES ON DECEMBER 31, 1986. HEARST IS NOT PLANNING TO PARTICIPATE DIRECTLY IN THE PROJECT BEYOND THE TERM OF ITS CURRENT GRANT.

10. AGENCY IS ACTIVELY PURSUING ADDITIONAL USG FUNDING SOURCES FOR PROJECT BEYOND THE \$500K FY'87 ALLOCATION FROM OTHER EXECUTIVE DEPARTMENTS. POST WILL BE INFORMED AS DEVELOPMENTS OCCUR.

11. AGENCY SEEKS POST'S COMMENTS ON FORMATION OF CONSORTIUM UNDER BU'S AUSPICES, INCLUDING PARTICIPATION OF MERCY FUND WHICH IS CURRENTLY OPERATING IN PAKISTAN AS OUTLINED IN PARA. 5.

12. FYI: P/DH'S NEW TELEPHONE NUMBER IS (202) 485-2812.  
(P/DH)

WICK  
BT  
#6494